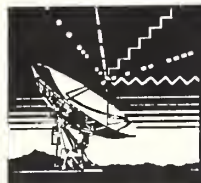


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

2521
A87F3



Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2730

September 8, 1995

EXPORTS HAVE EXPERTS PREDICTING RECORDS -- Agricultural exports are expected to hit a record high \$53 billion in fiscal year 1995. That's an upward revision of \$1.5 billion since USDA analysts made their predictions in May. This year's export level represents a significant increase over the \$43.5 billion exported in 1994. Expected gains in corn, oilseeds and livestock products led to the upward export revision. Increases are due mainly to rising foreign demand for U.S. corn, soybeans, red meats and poultry products, along with higher corn and wheat prices. USDA analysts are also predicting 1996 will be another banner year due to stronger prices for coarse grains, wheat and oilseeds. **Contact: Aubrey Robinson (202) 720-0328.**

HOW SWEET FOR CORN EXPORTERS -- Exports of sweet corn set another record in 1994-1995, the fifth year in a row sweet corn exports have risen. USDA's General Sales Manager Chris Goldthwait says exports for the marketing year ending in June were up more than ten percent over last year, up to a record high \$198 million. He added, "Since 1990/91, the annual value of U.S. canned and frozen corn exports has risen by nearly \$50 million, or more than a third." The largest foreign market for sweet corn is Japan, where they use canned corn on pizzas, in soups and in salads. Goldthwait attributed the consistent growth in exports to the high quality and price competitiveness of U.S. processed corn. **Contact: Eric Van Chantfort (202) 720-9443.**

FOOD STAMP USE IS STILL ON THE DECLINE -- The number of people receiving food stamps hasn't been this low since October of 1992. There were 26.3 million people on the food stamp rolls in June, 200,000 fewer than in May of 1995. Agriculture Secretary Dan Glickman pointed out that was the eleventh consecutive month participation figures were lower than they were the same month a year earlier. He added, "More than one and a half million people have left the Food Stamp Program in the last year and a half. Those are people the program helped through tough times, and who now can make it on their own again." That resulted in cumulative savings of \$481.5 million since August of 1994, said Glickman. Under Secretary Ellen Haas pointed out that more than 80 percent of the program's benefits go to households with children. **Contact: Murray Rapp (703) 305-2039.**

GERMANY COULD BE FREE OF SWINE DISEASE -- The U.S. Department of Agriculture wants to add Germany to the list of countries declared free of swine vesicular disease. If the country is added to the list, imports of pork from Germany would be subject to fewer restrictions. Restrictions would remain because Germany borders countries still affected by swine vesicular disease and they import pork products from those countries. To comment on the proposal, send comments by October 30 to: USDA's APHIS, Suite 3C03, 4700 River Road, Unit 118, Riverdale, MD 20737-1238. **Contact: Kathy Bonner (301) 734-8563.**

HOW DO WE GET RID OF PESKY FRUIT FLIES? -- The U.S. Department of Agriculture wants to know the best way to reduce the risk of fruit flies entering the United States. In particular, USDA officials are interested in how to reduce the risk of fruit fly introduction to the United States through shipping containers and beds of trucks transporting untreated mangoes from Mexico. The mangoes go to Canada, where they are unloaded. But once the trucks reenter the U.S., the containers and truck beds that once held mangoes now hold larvae and pupae of fruit flies. Although there are safeguards in place to guard against the fruit fly entering the country, they apply to mangoes moved into the U.S. from Mexico for transport to Canada. While those safeguards help prevent the introduction of fruit flies during transport, they do not apply to the trucks or containers that once held those mangoes. USDA's Animal and Plant Health Inspection Service found the pest risk doesn't end with the mangoes departure. Instead, larva and pupae of fruit flies fall out of shipping cartons and can remain on the container or truck bed. Send suggestions by October 16 to USDA's APHIS, Suite 3C03, 4700 River Road, Unit 118, Riverdale, MD 20737-1238. **Contact: Ed Curielt (301) 734-3256.**

CROP INSURANCE SIGN-UP NEARS -- Much earlier closing dates are in store for this year's crop insurance program. Ken Ackerman of the Farm Service Agency (FSA) says last year's sign-up dates were the exception, not the rule. Closing dates were extended last year because the crop insurance law was changed during the growing season. In order to be eligible for many USDA farm programs and loans, producers must meet the sign-up deadlines. The next deadlines are September 30 and October 31, 1995, so producers should contact their FSA agency soon to find out what dates apply to them. **Contact: Ken Ackerman (202)254-8460.**

CRP ENROLLMENT ENDS SEPTEMBER 22 -- USDA is following new environmental and conservation criteria in the thirteenth Conservation Reserve Program (CRP) sign up. Land accepted into the CRP this time around must meet higher environmental criteria to continue USDA's efforts to halt soil erosion, improve water quality, encourage tree planting and benefit wildlife. During an early-out period in May, 651,000 acres were withdrawn and that is the amount USDA will accept back into the program, as long as those acres meet the new criteria set up by the department. Agriculture Secretary Dan Glickman explained, "Because of the relatively small acreage, we have modified our bidding and enrollment process to ensure that only the most environmentally sensitive lands are accepted." Glickman says they've also made the bidding process more understandable this time around. **Contact: Bruce Merkle (202) 720-8206.**

FAS SURFS THE INTERNET -- Information about USDA's Foreign Agricultural Service is now available on the Internet. You can find general information about FAS programs, resources and service by accessing FAS Home Page. The address is: <http://www.usda.gov/fas>. **Contact: Eric Van Chantfort (202) 720-9443.**

FAX -- You can obtain our radio and TV programming information and the Broadcasters Letter through your facsimile machine by calling USDA's AgNewsFax. Use the telephone connected to your FAX machine to call (202) 690-3944. At voice prompts press 1, press 4, then to receive Broadcasters Letter, press 9200; radio newslines information, press 9250; TV contents billboard, press 9260; TV scripts, press 9270. After all your selections, then press #, press 3, and press the start button on your FAX machine.

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1997 -- A-buzz in the beekeeping, honey-making business. In this edition of Agriculture U.S.A., Lori Spiczka takes a look at getting started in the beekeeping business, how bees make honey and how beekeepers take honey. **(Weekly cassette -- five minute documentary).**

CONSUMER TIME # 1476 -- Fresh versus frozen lamb. Poultry prices rise, weights drop. How bad light can mean bad products. The "Catch 22" of low fat foods. Is it the color or the flavor of honey? **(Weekly cassette -- consumer features).**

AGRITAPE FEATURES # 1989 -- The market potential of Vietnam. Making fire ants sick. Crop insurance sign-up nears, regulations change. Taking candy from bees. "Green" industry is flourishing. **(Weekly cassette -- news features).**

UPCOMING ON USDA RADIO NEWSLINE -- Monday, September 11, cotton world supply and demand. Tuesday, September 12, agricultural supply and demand; cotton and wool outlook; weekly weather and crops. Wednesday, September 13, world agricultural production; oilseeds world markets and trade; feed outlook; oil crops outlook; rice outlook; wheat outlook. Monday, September 18, agricultural income and finance. Tuesday, September 19, weekly weather and crops; sugars and sweeteners. Wednesday, September 20, agricultural outlook. Thursday, September 21, dairy outlook. Friday, September 22, livestock slaughter, agricultural trade update, catfish processing. **These are USDA reports we know about in advance. Our newsline carries many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

FROM OUR TELEVISION SERVICE

FEATURES -- Patrick O'Leary reports on the tenth anniversary of Beagle Brigade. Lynn Wyvill reports on using organic mulch to grow tomatoes.

ACTUALITIES --Under Secretary of Agriculture Ellen Haas on impact of proposed nutrition budget cuts on rural America. Ken Ackerman of Farm Service Agency on crop insurance deadlines.

ATTENTION BROADCASTERS: There are some satellite changes in next week's television newsfeed. Please make a note of them.

Thursday, September 14, from 3:45 to 4:00 p.m. Galaxy 6, C-band, Transponder 1, Channel 1 Downlink Frequency 3720 MHz, Audio 6.2 and 6.8. Monday, September 18, from 11:00 to 11:15 a.m. EDT. Galaxy 6, C-band, Transponder 1, Channel 1 Downlink Frequency 3720 MHz, Audio 6.2 and 6.8. If you have immediate downlinking difficulties, call Keystone Communications at (202) 737-4440.

Comments and suggestions are welcome regarding USDA broadcast services. Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

OFF MIKE

MORE SUNFLOWERS...are being grown in the "Sunflower State" of Kansas this year because farmers planted them or more soybeans because of late planting conditions this year. **John Morris** (KSAL, Salina, KS) says the wild sunflowers are not doing so well, but sunflower fields look good. John says the weather patterns seem to off by 45 days this year (early winter, late spring, hotter and late summer). Because of higher than normal humidity, the climate has been perfect for crop diseases in his area. Farmers are delaying land preparation for wheat planting because of disease and wild rye problems.

RODEO/RADIO ANNOUNCER...is soon to become a TV personality, too. **Hap Larson** (KBUF, Garden City, KS) is an accredited rodeo announcer in his spare time and has worked rodeos from Madison Square Garden in New York to events in South Carolina, Colorado, Iowa, Illinois and Oklahoma. Beginning September 11, Hap will be covering western Kansas agriculture for KUPK-TV while still managing his radio and rodeo duties. He'll be hosting a five minute news program at 7:25 a.m. during the break from network morning programming. Hap says he likes the shorter five-minute length of our weekly Agriculture USA radio feature.

A "FAIR" CELEBRATION...is how one Ohio couple decided to honor their 25th wedding anniversary. **Gary Jackson** (WIMA/WIMT, Lima, OH) says the couple vowed to visited every county fair in the state rather than take a previously planned out-of-state trip. Gary estimates there are 90 fairs for them to enjoy. He just finished covering eight of those fairs at the same time with 10 daily broadcasts. Livestock barns were the coolest place Gary found at the fairgrounds.

PERMANENT WILT...has been observed in some dryland soybean fields in Arkansas. Lack of moisture has limited growth of some soybeans to 6 inches tall and some cotton plants to only 10 inches. **Stewart Doan** (ARN Agriculture, Little Rock, AR) says much of the state badly needs rain. Poultry producers there could use help paying their high utility bills, too.

Larry A. Quinn

LARRY A. QUINN, Director
Video, Teleconference and Radio Center



United States Department of Agriculture
Office of Communications
Room 1618-S
Washington, DC 20250-1300

OFFICIAL BUSINESS
Penalty for Private Use \$300